



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection

Ben Brancel, Secretary

DATE: October 23, 2013

TO: Wisconsin Board of Agriculture, Trade and Consumer Protection

FROM: Ben Brancel, Secretary
Dan Smith, Administrator, Division of Agricultural Development
Kathy Schmitt, Bureau Director, Farm Services & Sector Development

SUBJECT: Division of Agricultural Development Report on Livestock Production and Processing

PRESENTED BY: Jeff Swenson DATCP Livestock and Meat Specialist
Laura Paine DATCP Organic and Grazing Specialist
Mike Bandli, Agricultural Program Supervisor

RECOMMENDATION: Informational purposes only. No Board action is required.

SUMMARY / BACKGROUND

The Division of Agricultural Development provides educational programming, technical assistance and business development coaching for Wisconsin's animal agriculture industry on a variety of topics including livestock production, grazing, organics and meat processing. Individual assistance, workshops, and referrals to other resources are some of the services provided. The report (outline below) will provide a picture of trends, challenges, opportunities in the livestock industry and division programming that helps support its growth.

Division of Agricultural Development Livestock Production and Processing Report Outline

- I. Intro/Summary
 - a. Number of Beef, Hogs, Sheep in Wisconsin
 - i. Trends, Herd Size, Animal Numbers
 - ii. Demographics about beef and livestock producers in WI
- II. Future Trends - Challenges
 - a. Feed-Fuel competition- Corn tied to oil price
 - b. Population Growth – demand is overseas
 - c. Land Use – no more cheap land
 - d. Cattle Herd – more beef with fewer cows

Agriculture generates \$59 billion for Wisconsin

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III. Future Trends – Opportunities

- a. Increase Efficiencies/Technology
- b. Continued Export Demand
- c. Dairy Beef Crossbreeding
- d. Reducing cost of production with managed grazing
- e. Niche markets (direct marketing, organic, grass-fed, natural)

IV. Programming with livestock producers, graziers, and niche marketers

- a. Grazing broker project
- b. Market development work
 - i. Direct marketing
 - ii. Organics
 - iii. WI Grass-fed Beef Co-op

V. Great Steak Can Be Ruined In Any One Of Three Places (and here's how our livestock program is addressing each of these challenges)

- a. The Farm, The Processor, The Kitchen/Grill
 - i. Working with Farmers
 - ii. Working with Processors --
 - 1. Master Meat Crafter - Example Andy Geiss
 - 2. Direct Marketers
 - iii. Consumer, Chef, Influencers
 - 1. Farm to Fork
 - 2. Operation Mainstreet
 - 3. Masters Of Beef Advocacy